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TIME OUT

THE ANSWER IS

NEO-GEO

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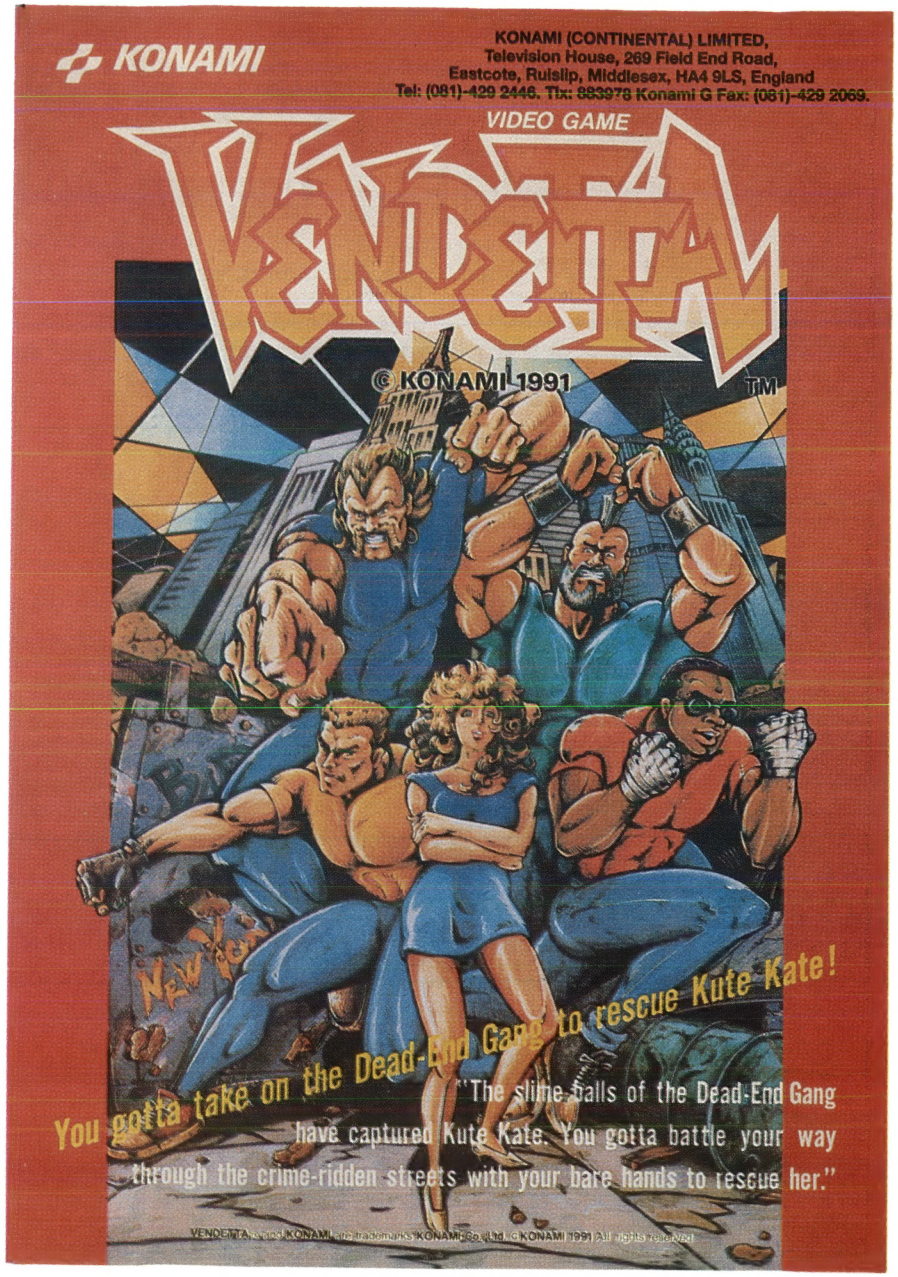
NZ Cabinet may differ

ADD GST TO ALL QUOTED PRICES

COIN CASCADE LTD

Christchurch
Fax: (03) 338-1410
Phone: (03) 338-1411


KONAMI
KONAMI (CONTINENTAL) LIMITED,
Television House, 269 Field End Road,
Eastcote, Ruislip, Middlesex, HA4 9LS, England
Tel: (081)-429 2446. Tlx: 883978 Konami G Fax: (081)-429 2069.
VIDEO GAME
VENDETTA
©KONAMI 1991
TM
You gotta take on the Dead-End Gang to rescue Kute Kate!
"The slime balls of the Dead-End Gang have captured Kute Kate. You gotta battle your way through the crime-ridden streets with your bare hands to rescue her."
VENDETTA is a trademark of KONAMI Co., Ltd. ©KONAMI 1991 All rights reserved.

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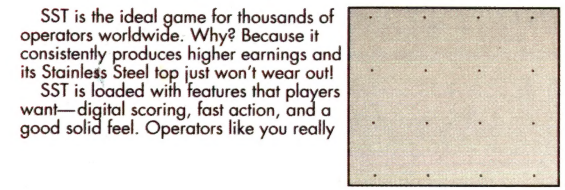
SST

STAINLESS STEEL TOP
WON'T WEAR OUT!

SST is the ideal game for thousands of operators worldwide. Why? Because it consistently produces higher earnings and its Stainless Steel top just won't wear out!

SST is loaded with features that players want—digital scoring, fast action, and a good solid feel. Operators like you really appreciate the serviceability, rugged trouble-free construction, and built-in cash box security.



Two Sizes:

SST-8: **103" x 50"**
SST Lite: **79" x 44"**

SST's are found in some of the finest locations in the world including:

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- ❑ Disneyworld
- ❑ Show Biz Pizza
- ❑ Malibu Grand Prix
- ❑ Pizza Time
- ❑ Chucky Cheese
- ❑ Putt Putt Golf & Games

CLASSIFIEDS

SELL

Alliens	$900
Devistators	$550
Eswat	$660
Gaplus	$1200
Gun Dealer	$1100
Hatris	$300
Street Smart	$450
Snow Bros	$660
Willow	$1300

Call: Your local agent (1)

Super off Road SELL
-AMS make
-26"
-Excellent condition
$4500

Call: Your local Agent (3)

Taito (NZ) Cabinets
-Complete with PCB's
-$950 each

Call: Your Local Agent(4)

C.D. Boxes
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- full C.D. (100 units)

Call: Your local Agent (4)

SELL

Magic Sword $1300

Call: Your Local Agent (4)

Funhouse Pinball

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to buy / swap

Call: (03) 3381-411

JUKE BOXES
-various models (Rowe)
-site ready

Call: (03) 477-6541

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INTERNATIONAL CHARTS

AUSTRALIA
DEDICATED GAMES
1Konami The Simpsons'
2 Namco 'Final Lap 2'
3 Namco 'Four Trax'
4 Sega 'Rad Mobile'
5 Bromley 'Ghost Town'
6 Taito 'Space Gun'
7 Sega 'Laser Ghost'
8 Atari 'Hard Drivin'
9 Sega 'GP Rider'
10 Namco 'Winning Run

CONVERSION GAMES
1 Konami 'Vendetta'
2 Capcom 'Street Fighter 2'
3 Capcom '3 Wonders'
4 SNK 'Cross Swords'
5 SNK 'Burning fight'
6 SNK 'Legend of Success Joe'
7 Williams ' High Impact Football'
8 Bally 'Torg 2'
9 SEIBU 'Raiden'
10 SNK 'Neo Geo"Alpha Mission 2'

PINBALLS
1 Williams 'The Machine'
2 Bally 'Gilligan's Island'
3 Williams 'Fun House'
4 Bally 'Harley Davidson'
5 Bally 'Bugs Bunny'
6 Bally 'Dr Dude'
7 Williams 'Riverboat Gambler'
8 Williams 'Whirlwind'
9 Data East 'The Simpsons'
10 Williams 'Earth Shaker'

UK
DEDICATED GAMES
1 Virtuality (W. Industries)
2 Mad Dog McCree (Atari)
3 Simpsons (Konami)
4 Final Lap II (Namco)
5 Race Drivin (Atari)

CONVERSION GAMES
1 Street Fighter II (Capcom)
2 Football Champ (Taito)
3 Raiden (Tad)
4 All Stars (Technos)
5 Super Pang (Mitchell)

PINBALL
1 The Machine (Williams)
2 Turtles (Data East)
3 Checkpoint (Data East)
4 Fun House (Williams)
5 Dr Dude (Bally)

HONG KONG
DEDICATED GAMES
1 Hard Drivin (Atari)
2 Laser Ghost (Sega)
3 Cisco Heat (Jaleco)
4 Beast Buster (SNK)
5 Super Hang On (Sega)

CONVERSION GAMES
1 Street Fighter II (Capcom)
2 Three Wonders (Capcom)
3 Gunforce (Irem)
4 Hot Shots (Strata)
5 Power Spikes (Video System)
6 Vimana (Tecmo)
7 Columns (Sega)
8 Berlin Wall (Kaneko)
9 Gulf Storm (Doo Young)
10 Trog (Midway)

USA
DEDICATED GAMES
1 Namco 'Final Lap 2'
2 Atari 'Race Drivin'
3 Konami 'The Simpsons'
4 Namco 'Steel Gunner'
5 Sega 'GP Rider

CONVERSION GAMES
1 Capcom 'Street Fighter II'
2 SNK 'Burning Fight'
3 SNK 'Sengoku'
4 Sega 'Clutch Hitter'
5 SNK ' King of the Monsters'

PINBALLS
1 Williams 'The Machine'
2 Williams 'Fun House'
3 Midway 'Gilligans Island'
4 Data East 'TMNT Turtles'
5 Data East 'Checkpoint'

GERMANY
DEDICATED GAMES
1 Mad Dog McCree (Atari)
2 Rad Mobile (Sega)
3 Race Drivin (Atari)
4 GP Rider (Sega)
5 Rampart (Atari)

CONVERSION GAMES
1 Street Fighter II (Capcom)
2 Strike Force (Bally/Midway)
3 Trog II (Bally/Midway)
4 Fottball Champ (Taito)
5 Raiden (Seibu)

PINBALL
1 Harley-Davidson (Bally)
2 The Machine (Williams)
3 Back to the Future (Data East)
4 Fun house (Williams)
5 Bugs Bunny (Bally)

JAPAN
CONVERSION GAMES
1 Capcom 'Street Fighter'
2 Capcom 'Quiz-Romance of the 3 Kingdoms'
3 Video System 'Power Spikes'
4 Sega 'Clutch Hitter'
5 Taito 'Hat trick Hero (Football Champ)

DEDICATED GAMES
1 Namco 'Final Lap 2' (Deluxe)
2 Namco 'Driver's Eye)
3 Namco 'Steel Gunner'
4 Namco 'Final Lap 2'(Standard)
5 Taito 'Space Gun'

PINBALL
1 Data East 'Checkpoint'
2 Williams 'Fun House'
3 Data East 'The Simpsons'
4 Data East 'Phantom of the Opera'
5 Midway 'Bugs Bunny'

COMMENTS

AMOA (NSW) newsletter recently had an article about the Blacktown Council, doubling the registration fee per machine from $50 (last year) to $100 (a 100% increase) this year. No reason or correspondence was entered into with the association but at least these operators have an association and this association is certainly taking up this issue with the council.

Rotorua Brawl - Robert Briggs

"Three Hundred Brawling Youths"

"Brawling Youths in Mall Ruckus"

These are some of the senseless comments that were printed by local newspapers throughout New Zealand.

Since these comments were made Local Video Arcade owners have found these comments to be gross exaggerations. In fact it was found that only two youths were fighting and a group of thirty watching.

A Local Video Arcade owner was also arrested in connection with the incident. Jeffery Harvey claims the Police over reacted to the situation leading to an arguement between himself and Police and his eventual arrest.

Admittedly there appears to be a problem in Rotorua with young children being out late at night. The Police in frustration have hit out at Video Arcades. But appear now to be blaming lack of parental control. The Rotorua Police community relations officer we spoke to this week said that the arcades had been used as escape - goats.

It just goes to show that operating a business such as ours financially can be very rewarding but the community has an ingrown prejudice and quickly forgets the Donations, the church groups, and youth groups that have been through and had a lot of fun in our businesses.

Internal Affairs

Auckland: The dept has confiscated a number of 'Win and Try' type machines (one coin payout) and any other payout machine that works on coins.

Christchurch: The Internal Affairs dept is continuing to confiscate machines on a random basis. Four simon type units were confiscated last week from hotels

Operators will receive no warning from the department in the future and should seriously consider whether they want to be in this type of business.

CLASSIFIEDS

SELL

Shadow dancer	$806
S.P.Y.	$360
Smash TV	$890
Chiki Chiki boys	$1260
Dark Seal	$504
Alien Storm	$540
USAF Mustang	$810
Fireshark	$783
UN Squadron	$1350
Crude buster	$630

Call Your Local Agent(4)

SELL

Devistatoa	$400
Hatris	$300
Pig Out	$1000
Double Dragon	$300
Main Event	$150
Dynamite Duke	$500
Act Fancier	$250
Athena	$150
Gun Dealer	$500
Vigilante	$150
N/G Riding Hero	$460

Call Your local agent (2)

SELL

Wonder Boy, Juno 1st
Battelfield, Gunsmoke
Xlain Sleena, Finalizer
Jail Break, Bomb Jack
Commando, Galivan
Kung fu Master, Trojan
Karnov, Galaga
Sea Fighter, Terra Cresta
Green Beret, 10 yard fight
Burning Rubber, Vulgus
Pheonix, Star Gate
Swat, Gryrus, Sharlins Road,
Arch Rivals

-offers
- Call (09) 780-644

F-14 Tomact Pinball Sell
$1200
Call (0357) 37983

PINBALLS SELL
Cyclone (Williams) $200
Banzi Run (Williams) $2500
Call (057) 86556

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Gaming machine law reform predicted

Unsrupulous gaming machine operators were attacked yesterday by the Minister of Internal Affairs, Mr Lee, who said urgent law changes would block operators siphoning all the profits.

Mr Lee inspected gaming machine sites in Christchurch yesterday and hinted that the July Budget would bring changes to the industry, which has an estimated $750 million turnover.

He said he was concerned to see large numbers of young people playing the machines.

"These kids - wherever they get their money - are putting it straight into the pockets of operators," he said.

Mr Lee said the department was in no doubt the machines were illegal, but they had been changed to apparently take them outside the present licensing structure. "I am concerned that there are operators who are clearly flouting the law".

He said he had seen one Christchurch parlour that appeared to be operating 40 machines.

Mr Lee said gaming machines were permitted only because they raised money for charities and clubs.

There are site restrictions and limits to the numbers of machines on site, as well as strict controls on returning the majority of profits to a suitable charitable body.

Mr Lee said the existing system of returning money to charitable groups had been eroded through backhanders and other illegal deals.

Uncertainty arose from court rulings that differed on whether the machines fell within the existing licensing regime.

"We have had one court ruling that was for the department. A subsequent court case has ruled totally the opposite. Mr Lee said some unsrupulous operators were exploiting the period while the matter was clarified.

The Gaming Association's president, Mr Angus Gordon, who represents machine suppliers, said recently that he was concerned about court decisions effectively allowing token operated gaming machines in arcades and shops.

He said gaming machines were for adults only. He estimated there were 300 to 400 "backyard operators" in Christchurch alone, and doubted that much of the $1 million weekly takings was finding its way to charities.

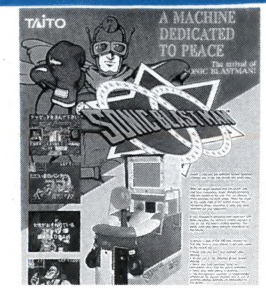
Note: Mr Angus Gordon was contacted about the comments attributed to him. He stated that he was unaware of how the newspaper had received the figures on backyard operators and their income but he did not give them to the press. We must assume that they made these up as they are so far from reality that they can have no informed base

COIN SLOT— The 'Pinballs'
INTERNATIONAL
WELL THEY'RE A FAR CRY FROM THE ONES WE USED TO PLAY WITH. FEWER MOVING PARTS TO GO WRONG, I'LL BET.
OH I DON'T KNOW ABOUT THAT CYRIL
JEREMY BRENT

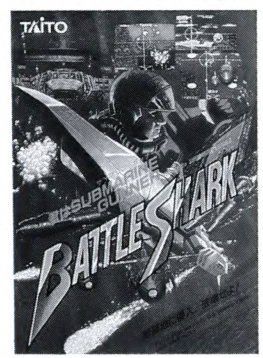
New Machines

CAPCOM has launched its new King of Dragons game, an action adventure theme which follows closely on the style of the famous Final Fight with which Capcom enjoyed outstanding success. It is set in ancient times but has a fantasy nature with the heros using ancient Greek and Roman-Style weapons as well as modern martial arts. The player chooses from five characters and can be interactive in three of them, so that three players may take part in the game at any one time. It is also appropriate to use the standard two-player cabinet.

NEW from Bally is Gilligan's Island, a pinball with a theme based upon the popular television series. A series of shots can earn players up to 50 million points from a number of targets, some mounted in a lagoon on the playfield. The sound effects include the familiar theme song and speech from the castaways. A large dot matrix display gives visual effects and scores.



A NEW novelty game is Sonic Blast Man from Taito, a combination of punching games with a video monitor. The player can select from five rounds of the screen and he can take three punches for each game, using boxing gloves to hit the target. The power of the punch is shown on the screen in the form of remaining power of the opponent. When that is at zero, the player has knocked out his opponent.



BATTLE Shark is the name of a new submarine gunner game from Taito. The player must use the periscope and controls on the dedicated cabinet to fight his way in an enemy camp and destroy it, beginning with a fixed number of torpedoes and receiving more as he progresses.

FROM Data East comes Thunder Zone, reminiscent to the Mel Brooks Mad Max movie. It is set in a post - apocalypse world and up to two players must stop terrorists who have seized an arms cache. It is a martial arts game with a rolling screen design.

NEW PCB's NOW IN STOCK

Three Wonders (Capcom, Two player interactive)

(This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.)

- three games combined in one PCB $2300
- consistant high earnings

Ataxx (Two player interactive, Jamma) $980

- puzzle game that provides good earnings

Thunder Dragon (Vertical, Jamma, Interactive) $1980

- space combat - star wars
- detailed analysis page 10

Vendetta (Konami, four player interactive, Jamma) $2100

(This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd)

- new street fighting game for two-four players
- indeal conversion for TMNT cabinets

Simpsons (Konami, four player dedicated) $5950

(This product is marketed in NZ under an exclusive distrubtion licence held by Coin Cascade Ltd)

- top earning game
- new stock arriving in August

Neo Geo games

(All neo-geo products are marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd)

Burning Fight $760
Alpha Mission II $760

(Fifteen new games expected between now and Christmas)
Cross Roads and Baseball 20/20 release in August

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd

Promotional Video of this game is available from your local agent

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The Four P's of Potential Profit

PROTECTION

Your equipment investment means nothing without a site where you can earn income. You need to protect your income by getting the location to sign a contract so they can't throw you out the minute they're offered another 5 per cent commission, or a slightly newer game, or some other incentive.

Have you ever rented a car? Or leased a photocopier, fax machine or typewriter? You had to sign an agreement. And location owners, who are effectively hiring your amusement machine for the use of their customers, should expect to sign an agreement formalising the relationship between you and them.

Location owners will - and do - sign location contracts.

Ask them to sign when you're negotiating the deal. What's the worst thing that could happen?

They might say no.. but chances are they'll say "Yes"!

PRICE PER PLAY

Its a matter or record. Your price per play has not kept pace with inflation.

According to C.A.A.O, The Council of Accredited Amusement Operators in Victoria, the usual price per game was increased from 10 cents to 20 cents in 1972.

C.A.A.O. says applying the Consumer Price Index since then would give a price per play of $1.08

Meanwhile, the majority of games on street sites are still priced at only 40 cents.

The more progressive operators are pricing their conversion games at 60 cents and their dedicated game at $1 per play.

Why not try higher pricing now?

Price per play increases are best achieved when rotating or upgrading games, not by overnight price hikes at existing locations.

The Four P's of Potential Profit

PROFIT SHARE PERCENTAGE

Your new games cost you several thousand dollars. When you calculate depreciation, interest on borrowing, cost of labour and parts, you soon see how urgently you need to get the most return out of every machine you own.

So don't lose what is rightfully yours by giving the location owner a share of income out of all proportion to the investment he makes.

Your putting up the capital, and servicing the machine. The site provides the floor space, and a few cents of power per week. You deserve at least 60 per cent, and you can acheive far more with a bit of effort.

Progressive operators are now operating with site percentages as low as 20 per cent.

You can often negotiate a lower percentage by being creative. For example, focus on dollars, not on percentage. Find out what the location expects - and guarantee a higher figure but at a lower percentage rate.

Top quality game product takes more money than old product. And 30 per cent of $200 is more appealing to the location owner that 50 per cent of $50.

PRICE OF GAMES

This is something the distributors have to address. It's not easy to reduce prices, especially in a market where the majority of games are imported in kit or completed form.

The exchange rate invariably seems to work against us in New Zealand with the dollar testing new lows against the yen.

It's unlikely distributors will ever be able to gain cost savings on dedicated hardware such as simulators and pinballs. But don't despair.

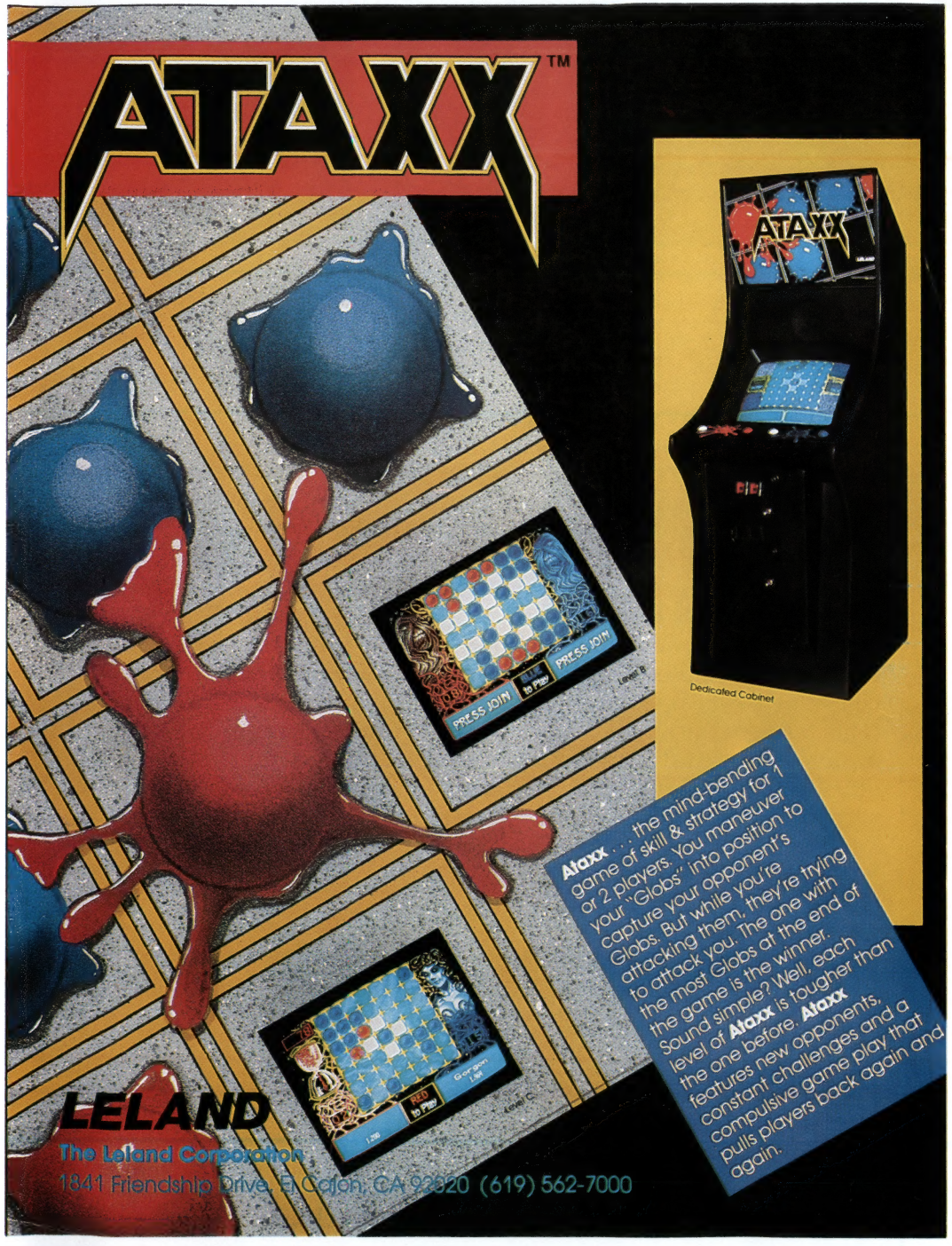
Because here is some very good news about conversion games. The fantastic Neo Geo system, which has brought the conversion game price down by around 70% , is now available in two brand-new, low-cost forms:

* The MVS-2 system cabinet
* The NG1 Conversion Kit - which actually turns your existing JAMMA compatible cabinet into a Neo-Geo System, giving you access to the large and fast-growing range of low-cost Neo-Geo software.

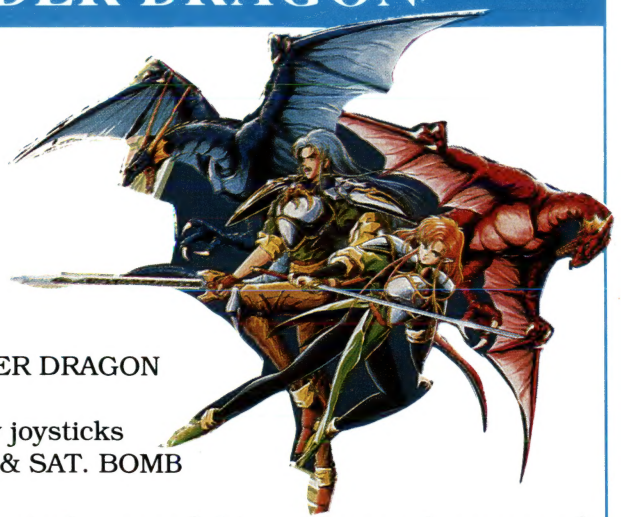
Rolliing Thunder	$550.00	Street Fighter (Capcom)	$900.00
Rough Racer (Seca)	$1120.00	Super Formular Kit	$1100.00
Royal Casino	$400.00	(Video System)(Dart Fox Type)	
R Type II (Irem)	$580.00	Superline	$460.00
Rush and Crash	$300.00	Tecmo Knight	$650.00
Runark	**$1800.00**	Terra Cresta	$300.00
Riddle of Pythagoras	$250.00	The Hustler (Konami)	$300.00
Rygar	$400.00	The Legend of Makai	$380.00
S.A.R	$500.00	The Leg'd of Hero "Tonma"	$650.00
Salamander	$400.00	(Irem)	
Secret Agent (S'SPY)	$500.00	Task Force Harrier	$600.00
Shadow Dancer	$800.00	Tetris	$700.00
Shinobi (Sega)	$550.00	Thunder Cross	$620.00
Side Arms	$250.00	Thunder Fox	$1200.00
Silk Worms	$450.00	Thunder Force	$600.00
Sky Smasher	$900.00	Thunder and Lighting	$960.00
Sky Adventure (SNK)	$650.00	Truxton	$770.00
Sky Soldier (SNK)	$600.00	Tiger Heli (Taito)	$320.00
Sly Spy	$680.00	Toki (Tad)	$700.00
Slap Fight	$250.00	Twin Bee II	$1050.00
Snow Bros. (TOA Plan)	$560.00	Twin Eagle	$680.00
Space Battleship	$620.00	Twin Cobra (Tiger)(Taito)	$450.00
Spartan X	$250.00	Twin Hawk (For 2 players)	$500.00
Spelunker	$220.00	UAG	$700.00
Splutter House (Namco)	$1000.00	VapourTrial (Deco)(Kuhca)	$800.00
SCI Kit (Includes steering etc)		Vigilante	$450.00
	$3800.00	Violence Fight (Taito)	$1200.00
Shadow dancer	$870.00	Volfied (Taito)	$960.00
Sky Smasher	$1120.00	**Vendetta**	**$2200.00**
STG	**$900.00**	**Vimana**	**$1400.00**
Strato Fighters	**$960.00**	U.S.Navy	$1500.00
Street Fighter II	**$2300.00**	Wardner (Taito)	$280.00
Spinal Breaker	$700.00	Willow (Capcom)	$1500.00
Street Fighter	$900.00	Wonder Boy	$300.00
Street Smart	$700.00	World Cup '90 (Temco)	$900.00
Super Contra	$700.00	Wrestle War (Sega)	$600.00
Super Pinball Action	**$1100.00**	X Multiply (Irem)	$600.00
Super Space Invader	$1350.00	Yanchamaru	$250.00
Super Masters Golf	$1100.00	Yoma Ninpocho	$250.00
Super Pang	$900.00	Zero Wing (TOA)	$560.00
Superman	$1150.00	1941 (Capcom)	$1500.00
Surprise Attack	$500.00	1942	$350.00
SRD	$350.00	1943 KAI (Capcom)	$350.00

All PCB's come with loom and header mylar

Formation Z	$200.00	Moonwalker	$750.00
Free Kick	$200.00	Monster Land	$400.00
Galaga	$320.00	Mustang	$550.00
Galaga 88	$1100.00	Nemo	$1450.00
Gals Panic	$1000.00	New Zealand Story (Taito)	$500.00
Gaplus	$320.00	Ninja Gaiden NF	$700.00
Gang Wars (SNK)	$700.00	Ninja Kids	$1800.00
Gemini Wing	$400.00	Ninja Spirit	$650.00
Ghost n Goblins	$250.00	Omega Fighter	$390.00
Ghouls n Ghosts	$1320.00	Outzone	$950.00
Gigandes (Micro Tech)	$550.00	**Outrun Kit**	**$4000.00**
Golden Axe (Sega)	$750.00	Operation Thunderbolt kit	$1850.00
Golden Poker	$400.00	P 47	$500.00
Gradius III (Konami)	$750.00	Pipe Dream	$550.00
Gun Fontier	**$1320.00**	**Pitfighter (3 player)**	**$1600.00**
Guerilla War (SNK)	$350.00	Pound for Pound	$1200.00
(w/2Pcs Special Joystick)		PocketGall II	$450.00
Hammerin Harry	$700.00	Pang	$600.00
Hard Puncher	$900.00	Packland	$550.00
Hat Trick Hero	$1910.00	Pacmania (namco)	$1100.00
Hatris	$385.00	Passing shot	$650.00
Halleys Comet	$350.00	Perfect Billiards	$350.00
Heavy Unit (Taito)	$400.00	Plotting (Flippul)(Taito)	$300.00
Hell Fire (Taito) (2 Players)	$465.00	Pole Postion II (PCB)	$790.00
Ikari (w/2Pcs Spec'l J'Stick)	$350.00	**Power Spike**	**$1320.00**
Image Flight (Irem)	$500.00	POW (SNK)	$470.00
Inspector X (Taito)	$650.00	Prehistoric Island	$580.00
Jockey Club	$2000.00	Punk Shot	$700.00
Karuki Z (Taito)	$350.00	Puznic (Taito)	$450.00
Kageki (Taito)	$350.00	**Rad Mobile Kit**	**$4600.00**
Kengo	$1000.00	Rally Bike	$650.00
Klax	$480.00	Raiden (Sribu)	$1150.00
Last day	**$1100.00**	Rainbow Island	$500.00
Legard of Kage	$220.00	**Rampart**	**$700.00**
Lightning Fighter	$950.00	Rasten Saga	$480.00
Magic Sword	$1450.00	Rasten Saga II	$650.00
Master of Weapons	$560.00	Revenge of DOII	$350.00
Mega Blast (Taito)	$800.00	Robocop (Deco)	$500.00
Midnight resistance	$700.00	Robocop II	$1100.00
(w/Loop Lever) (Deco)		Roller Games	$800.00
Mercs	$1500.00	**Rolling Thunder II**	**$1400.00**
Monster Lair (Seca)	$550.00	Rod Land (Jaleco)	$950.00


ATAXX™
ATAXX
Dedicated Cabinet
Ataxx . . . the mind-bending game of skill & strategy for 1 or 2 players. You maneuver your "Globs" into position to capture your opponent's Globs. But while you're attacking them, they're trying to attack you. The one with the most Globs at the end of the game is the winner. Sound simple? Well, each level of Ataxx is tougher than the one before. Ataxx features new opponents, constant challenges and a compulsive game play that pulls players back again and again.
LELAND
The Leland Corporation
1841 Friendship Drive, El Cajon, CA 92020 (619) 562-7000

THUNDER DRAGON



Game: THUNDER DRAGON
Monitor: Vertical
Controls: 2x8-way joysticks
4 x buttons: SHOOT & SAT. BOMB

In Thunder Dragon you control a space fighter with enough power and features to blast through the universe. This is a vertical format game where fast joystick piloting and trigger speed only can save the day.
Thunder Dragon gives the player plenty to see and do with realistic sound effects as enemies blow apart after laser cannon attack.
During stages power-up items appear on the bottom of the screen and these can be utilised by the sat. bomb (satellite bomb) button. By collecting power-up items in sequence (1-5) the nuclear assault is given. (This releases the strategic satellite bomb which hovers unitl launched.)
Another feature in Thunder Dragon which I think should be a feature in other games of this format is that the player can fire rapid fire lazers without a special power-up being given, By depressing the shoot button and leaving it depressed you obtain rapid fire. Other awarded items are:

(power 1) - spread fire
(power 2) - fast rapid fire
(power 3) - side shots
(power 4) - ultimate weapon

Conclusions:
Thunder Dragon is a Star Wars type game where the game designers have been careful not to cram in too many features which tends to make the play difficult. (As with some games where the player loses his life after 1 minute of play). The space fighter pilot in this game has the whole screen to move around in and therefore you can use most of the action moves and featuresed in Thunder Dragon. (Makes one feel like Flash Gordon !)

Original Logic PCB Available EX Japan

Allow one - three weeks delivery
Prices may change due to New Zealand dollar variation

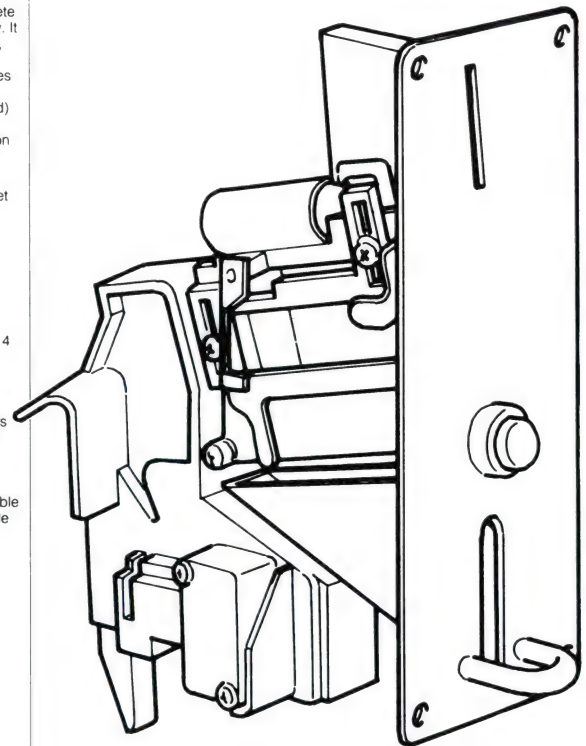
Air Buster	$750.00	Cabal	$320.00
Air Wolf	$290.00	Choplifter	$290.00
Ajax	$500.00	Champion wrestler	$900.00
Aliens	$980.00	Combatribes	$650.00
Alien Storm	$600.00	**Cotton**	**$1200.00**
Altered Beast	$580.00	Commando	$250.00
Area 88	$1200.00	Crackdown	$800.00
Argus	$250.00	Crime City	$950.00
Athena	$250.00	Crude Buster	$700.00
Baloon Bros 700	$450.00	Dark Seal	$560.00
Berlin Wall	**$1350.00**	**Desert Assault**	**$1700.00**
Black Dragon	$250.00	Demons World (Taito)	$550.00
Black Tiger	$450.00	DJ Boy (sega)	$600.00
Black Heart	$900.00	Double Dragon	$400.00
Black Hole	$300.00	Double Dragon II	$680.00
Birdy King II	$450.00	**Double Dragon III**	**$800.00**
Block Out Kit	$780.00	Dargon Breed	$650.00
Blood Brothers	$1100.00	Dragon Ninja	$730.00
Boulder Dash (data east)	$700.00	Dragon Sabre	$1360.00
Bronze Adventure	$450.00	Dynasty Wars	$1550.00
Bubble Bobble (Taito)	$550.00	Down Town (Taito)	$400.00
Beast Busters Kit (Gun/Panel)	**$4000.00**	Elevator Action	$220.00
		E.D.F	$750.00
Beach Volley	$350.00	Eswat	$650.00
Bonanza Brothers	$860.00	Escape Kids	$1100.00
Burning Force	$1200.00	Espial	$400.00
Cabal	$580.00	Exciting Hour	$220.00
Caliber 50 (seta)	$760.00	F1 dream	$400.00
Chelnov	$380.00	Fighting Fantasy	$450.00
Cadash	$700.00	Fighting Hawk (Taito)	$500.00
Castle of Dragon	$450.00	Final Blow	$1000.00
Chase H.Q. Kit (Shift Lever/accel etc)	**$3500.00**	Final Fight	$1550.00
		Final Round	$900.00
Cobra Command	$450.00	Finalizer	$250.00
Columns II	$968.00	Fire Battle (Taito)	$200.00
Crime Fighters	$1200.00	Fire Shark (Toa)	$870.00
Chiki Chiki (6up/ m'twins)	$1400.00	Flipper Jack	$200.00
Chopper 1 (SNK)	$320.00	Flying Shark (Taito)	$400.00

S1 ACCEPTOR

A single coin mechanical 'Roll Down' acceptor, it is jam-resistant and comes complete with accept-reject assembly. It is economical in size/shape, simple in construction and easy to adjust. It incorporates the Marinyl switch/cradle assembly (fitted as standard) and is also available with metal microswitch bracket on flip flap assembly.

Features

- Track adjustable or preset for all coins from 17mm-30mm.
- Coin on cotton catch
- Washer catcher
- Diameter, thickness and ferrous content check
- Tests for underweight coins/frauds
- S/S front plate with up to 4 entries
- Reject button and reject outlet
- Lockout coil wound for most AC and DC voltages
- Busy B bounce resistant coin microswitch
- Indirect entry available
- Indirect reject available
- Anti-strimmer wire available for use with marinyl cradle



NOW AVAILABLE in limited quantities
in $1 coin
$2 coin

$60.00 EACH

The Players Choice

TOP GAMES NOW IN OPERATION, BASED ON EARNINGS-OPINION ROLL OF OPERATORS

upright videos

	MODEL/MANUFACTURER	RATING	DIST.
1	**FINAL LAP 2 (Namco) (2)**	**9.33**	**10%**
2	RACE DRIVIN' (Atari) (9)	9.07	44%
3	THE SIMPSONS (Konami) (2)	9.04	63%
4	STEEL GUNNER (Namco) (1)	8.77	12%
5	GP RIDER (Sega) (4)	8.43	13%
6	INDY HEAT (Leland) (2)	8.31	14%
7	HARD DRIVIN' (Atari) (28)	8.21	38%
8	GALAXY FORCE (Sega) (14)	8.14	13%
9	DESERT ASSAULT (Data East) (2)	8.07	13%
10	MAD DOG McCREE (Betson/Icat) (1)	8.00	10%
11	RAD MOBILE (Sega) (3)	7.94	16%
12	FINAL LAP (Atari) (32)	7.78	24%
13	G-LOC (Sega) (13)	7.70	33%
14	SPACE GUN (Taito) (7)	7.67	24%
15	PIT FIGHTER (Atari) (10)	7.44	78%
16	RAMPART+ (Atari) (5)	7.38	35%
17	TURBO OUT RUN+ (Sega) (24)	7.18	51%
18	BIG RUN (Jaleco) (12)	7.07	13%
19	S.C.I. (Taito) (18)	7.06	31%
20	TMNT (TURTLES) (Konami) (19)	6.98	91%

+ indicates game was produced in both dedicated & software forms

best software

	MODEL/MANUFACTURER	RATING	DIST.
1	**STREET FIGHTER II [H] (Capcom) (4)**	**9.48**	**79%**
2	BURNING FIGHT [S] (SNK) (1)	8.56	8%
3	SENGOKU [S] (SNK) (4)	8.40	47%
4	CLUTCH HITTER [H] (Sega) (2)	8.38	33%
5	KING OF THE MONSTERS [S] (SNK) (3)	8.04	45%
6	BLUE'S JOURNEY [S] (SNK) (1)	7.86	6%
7	RAIDEN [V] (Fabtek) (11)	7.80	41%
8	FINAL FIGHT [H] (Capcom) (17)	7.64	84%
9	GUN FORCE [H] (Irem) (2)	7.33	21%
10	HIGH IMPACT [H] (Williams) (6)	7.30	56%
11	BLOOD BROS. [H] (Fabtek) (7)	7.29	21%
12	STRATA BOWLING [V] (Strata) (9)	7.21	12%
13	CARRIER AIR WING [H] (Capcom) (7)	7.12	15%
14	NINJA COMBAT [S] (SNK) (9)	7.10	52%
15	OFF ROAD TRAK PAK [R] (Leland) (14)	7.05	39%
16	STRIKE FORCE [H] (Midway) (3)	7.00	16%
17	CAVEMAN NINJA [H] (Data East) (3)	7.00	14%
18	TROG [H] (Midway) (3)	7.00	12%
19	CYBERLIP [S] (SNK) (7)	6.90	35%
20	GALS PANIC [V] (Kaneko) (3)	6.90	9%
21	MVP [H] (Sega) (10)	6.86	25%
22	GHOST PILOT [S] (SNK) (4)	6.86	19%
23	WWF SUPERSTARS [H] (Technos) (24)	6.60	78%
24	VS. CYBERBALL [S] (Atari) (5)	6.53	27%
25	MAGIC SWORD [H] (Capcom) (10)	6.50	71%

[H] horizontal [V] vertical [S] system [R] retrofit

NEO-GEO

* At last a system that delivers

* 7 Games in the USA in the top 20 PCB's available

* 15 new games to be released between August and January 1992

* Do you have the "Neo - Geo" advantage

DUBAI

New flagship for Sindbad's

SINDBAD'S Wonderland family entertainment centres, part of the ETA-ASCON Group of Companies in Dubai, United Arab Emirates, is planning a new flagship centre to open in the BurJuman Shopping complex in Dubai in October. The new project will cover an area of 16,000 sq.ft.

Kiddie rides, simulators, shooting galleries, games of skill and rides make up the entertainment in Sindbad's centres which were first launched in 1980. Sindbads centres occupies over 15,000 sq.ft. at Al Ghurair, Dubai the UAE's largest and most popular shopping centre. There are other sites in Abu Dhabi and a Sindbad's franchise has recently been taken up in Pakistan. Plans have also been finalised for the first indoor amusement centre in India to be opened at the end of 1991.

Sindbad's also supply new and used amusements machines including video/arcade games, PCB's and spares.

Parent company, ETA-ASCON incorporates a group of companies experienced in electro-mechanical, contracting and trading operations worldwide.

According to general manager Ishwart Chugani, Sindbad's in Dubai was very popular with the allied forces during the recent Gulf War: "We welcomed all of them without entrance charges so that they could spend more on the machines," he told Euro slot.

DIARY

1991

June 25-27:
EUROPEAN CASINO CONGRESS, Nice, France.
Contact, Gaming and Wagering Business, Seven Penn Plaza, New York, NY 0001-3900.
Tel. + 1-212-594 4120. Fax + 1-212-714-0514.

July 24-25:
LATIN AMERICAN EXHIBITION OF AMUSEMENTS, MUSIC AND GAMES, Sheraton Maria Isabel, Mexico city.
Contact, William T. Glasgow Inc. 16066 South Park Avenue, South Holland, Illinois 60473, USA.
Tel.
+ 1-708-333-9292.
Fax.
+ 1-708-333-4086

Aug 29-30
Convention 91
Hotel Conrad / Jupiters
-Largest Convention / Show in Southern hemisphere.
-N.S.W. Australia

September 12-14
AMUSEMENT AND MUSIC OPERATORS' ASSOCIATION CONVENTION AND EXHIBITION, Convention Center, Las Vegas, Nevada, USA
Contact, AMOA, 401 North Michigan Ave, Chicago, Illinois USA 60611.
Tel: 1-312-644-6610
Fax: 1-312-321-6869

September 24-26
WORLD GAMING CONGRESS & EXPO, Caesars Palace, Las Vegas, Nevada, USA
Contact: World Gaming congress, Seven Penn Plaza, New York, NY 10001-3900
Tel: +1-212-594 4120
Fax: +1-212-714 0514

JAPAN

Konami name change

KONAMI Industries Co. Ltd. Kobe, has changed its name to Konami co. with the domestic sales devision becoming Konami Entertainment Co. Ltd.

Conceived in 1973 primarily to develop and manufacture hardware and software of electronic appliances Konami moved on into coin-op videos and home video software. It has since diversified its interests further into the general software business. This has resulted in the removal of the world "Industry" from its title.

Konami's domestic and overseas marketing operations division moved last year from Kobe to Tokyo and a decision has now been made for this to be known as Tokyo Head Office instead of Tokyo Branch Office. The offical head office of the entire business, however, will still be in Kobe.

Management changes brought about by the renaming of the company include: Kagehiko Kozuki, executive director who becomes Managing Director; Masahiro Fujita and Hitoshi Imai, directors, become executive directors; Yasuo Nishimura, manager of the admin. division and personnel also becomes an executive director.

Konami showed a 34.5 per cent growth in revenue for the year ended March 1991 but with a 1.6 per cent drop in net income, the loss being attributable to fluctuations in the dollar rate and a downturn in securities bvaluation. Revenue was 50,809 million yen with net income at 4,592 million yen.

Sales figures reveal that game cartridges overseas accounted for 50.8 per cent of the business; Gameboy cartridges overseas 11.3 per cent; other home video software overseas 6.8 per cent. Exports of those were 68.9 per cent compared with domestic sales for home videos at 18.1 per cent.

Coin-op video sales in Japan reached 4.6 per cent (2.6 per cent) while exports dropped to 4.3 per cent (8.7 per cent). Overall the export ratio was 74.4 per cent (80 per cent).

PROFILE

the rising star of the Shopping Centre tenant mix, with regards to growth in the 90's, will be the video game leisure centres.

Chris Blackman, National Marketing Manager, Leisure & Allied Industries, told SCN that much of his time was spent dispelling myths — myths adhered to by Shopping Centre management companies. "It's a widely held view," he said, "that leisure centres are the modern equivalents of the often criticised slot machine/pinball parlours of yesterday — nothing could be further from the truth." According to Blackman, this distorted perception was Timezone's biggest hurdle in its past expansion, but he says, one that happily has been cleared as centre managers, owners and developers see more and more of the outlets and therefore get a first hand factual experience of what they are, as opposed to an illogical mind-set, based on myth.

Timezone has been in operation for over 12 years, its parent company, Leisure & Allied Industries is 33 years old. Timezone now boasts some 50 outlets in all states. The outlets are bright and airy; food consumption, drinking and smoking are prohibited. All outlets are professionally managed and supervised by trained, uniformed staff. The company employs a full-time training officer who stresses adherence to Timezone's Rules and Codes of Practice.

Blackman told SCN that his biggest breakthroughs recently have occurred with local councils and Shopping Centre executives. "With the proliferation of our stores, we've been able to prove that we run a tight and community minded ship. For example, school children are not allowed in during school hours; schools are telephoned when pupils attempt to gain entry during school times and we have testimonies from headmasters to attest to our vigilance in this area."

"It's in our direct interest to establish Timezone as a family entertainment and leisure centre — that's our thrust, our marketing and operational philosophy..." Chris Blackman, National Marketing Manager, Leisure & Allied Industries.

Blackman says that Timezone realised early that its expansion would be influenced by its commitment to community wishes. "It's in our direct interest," he said, "to establish Timezone as a family entertainment and leisure centre — that's our thrust, our marketing and operational philosophy."

Video games are far more complex than ordinary computers, an average game occupies some 66 megabytes of memory with the most sophisticated up to 360 megabytes. Yet Timezone's games are not only 'video based'; Skilltesters — a crane manipulation game which 'grabs' novelty gifts, skiroll and basketball games are all extremely popular.

All leisure is basically diversionary; Timezone offers family entertainment, diversion and wonderland type escapism at a price competitive to a visit to the movies. Statistics show a 30 minute visit to a leisure centre attracts a spending of around $2.00 to $3.00 — a valid comparison to a 2 hour movie at anything between $6.00 and $12.00.

Timezone is at pains to establish itself as the industry leader and does so by stressing the quality of its equipment, the attractiveness of its fit-out and its total commitment to the maintenance of its standards. Blackman told SCN that the company has several proposals into Shopping Centre Management companies at the present time. They already have operations in AMP's Garden City (WA) and Caboolture Park (QLD). Discussions are current with major developers. The product, say Timezone, is recession proof; Blackman describes the retail scene during the current economic time as the "3D News — Doom, Destruction and Disaster". Leisure centres he says, are performing against the trend.

At times when the leisure component in Shopping Centres is on the increase, Timezone appears to be well placed to exploit the trend. It appears they have, by example and direction, disassociated their operation from some of their lesser professionally managed competitors. Shopping Centres will have to embrace the usage if they are to satisfy consumer demand — their task will lay in the selection of the most professional operator. Timezone claim to be exactly that and with 50 outlets already in operation, say they can prove it without reliance on promise or theory.

Computerised technology, visual display monitors, push button manufacturing are all part of our everyday lives, but our lives are not purely work related, leisure time as we all know is on the increase and that same technology applies there. Video games and the leisure centres which house them are here not only to stay, but to increase; it's probable that the rising star of the Shopping Centre tenant mix, with regards to growth in the 90's, will be the video game leisure centres.

So next time you see a pimply faced kid flicking the buttons on a video game don't be concerned that he's wasting his youth; picture him in the future as a Tom Cruise type Top Gun — and if he's your child, you may then be tempted to give him a few more 20¢ pieces! □

TIMEZONE

One of SCN's regular advertisers is the Timezone organisation — Australia's oldest operator in the field of Video Games and Family Entertainment Centres.

These centres are rumoured to be the 'growth stars' of the nineties. The usage in Shopping Centres is not without controversy, but that appears to be diminishing. Timezone, a division of Leisure & Allied Industries is anxious to dispel the myths and prejudices surrounding their business.

SCN profiled the operation; the article is both current and topical, it examines some of the negative perceptions and questions their validity at the beginning of the decade leading to the year 2000.

Flight Lieutenant Carl Snyder is attached to NATO's Strategic Air Command, 2nd Squadron. Snyder is the model flight lieutenant, supremely fit, alert, highly educated and trained to a level achieved by only a handful of people in the world. He's highly paid, in less than 2 years he will make squadron leader; the equipment he is responsible for can reach Mach I from a standing start in less than 35 seconds and its cost is measured in tens of millions of dollars. Snyder is 26 years old.

We can all visualise Snyder. To achieve such a position we all know how hard he must have studied and worked. He would personify youthful industriousness, the will to do well, application, focus, determination and ambition. The more conservative of us might use him as a model for the young on how to go about things. It's at that point we may be presented with a dilemma; as an adolescent and teenager, Snyder spent much of his leisure time in video arcades playing electronic machine games. His first glance at the controls of his F-111 didn't phase him — he'd seen it all before, the only major difference was that now he didn't need a coin to play!

Snyder is of course fictitious, but the story is real enough. Computerised technology, visual display monitors, push button manufacturing are all part of our everyday lives, but our lives are not purely work related, leisure time as we all know is on the increase and that same technology applies there. The new video, stereo, CD may be purchased by the parents, but it's the children who teach them how to use it.

Video games and the leisure centres which house them are here not only to stay, but to increase; it's probable that

GERMANY

First show in eastern sector

IN Gera between September 22 and 24, 1991, the first entertainment and vending machine exhibition in east Germany will take place. The organisers are the Thueringer Hotel and Restaurant Association e.V. and the company Messe-Marketing K.
Herdemertens. The UWA '91 exhibition will be divided into two main areas, vending machines to include food and ice-cream machines, beverages and confectionary; entertainment and gaming machines, video games and associated equipment

WELLINGTON

Coastlands Shopping Centre opened N.Z. first redemption bared "Family Entertainment Centre" on Thursday 18 July.
Winston Peters was seen shortly after opening the new mall extensions inspecting a "Afterburner delux simulator"

AUSTRALIA

Victory on Video game imports

AUSTRALIAN operators have at last had a victory with the country's federal government. Prior to May 15 this year all imported video games attracted a customs duty of 19 per cent plus and sales tax of 30 per cent as they entered the country. The inport equation added approximately 70 per cent to the landed cost of all video games. On May 15 customs duty was finally abolished, leaving an impost of under 50 per cent in importing costs.

DIARY

October 2-3
JAMMA TRADE SHOW, Ryutsu Centre, Tokyo.
Contact Jamma, Room 704, TBR Building, 2-10-2, Nagata-Cho, Choyada Ward, Tokyo 100.
Tel: +813-593-2562

October 10-13
NORWEGIAN COIN MACHINE EXHIBITION
Oslo, Norway,
Contact, Bjorn Hanevik.
Tel:+ 47-5-189514

October 16-17
ASSOCIATED LEISURE PREVIEW,
Novotel, Hammersmith, London, UK.
Contact, Howard and Wikberg Promotions, 23 Tavistock Place. London WC1H 9SE
Tel: 44-71 387 2021
Fax: 44-71 388 9663

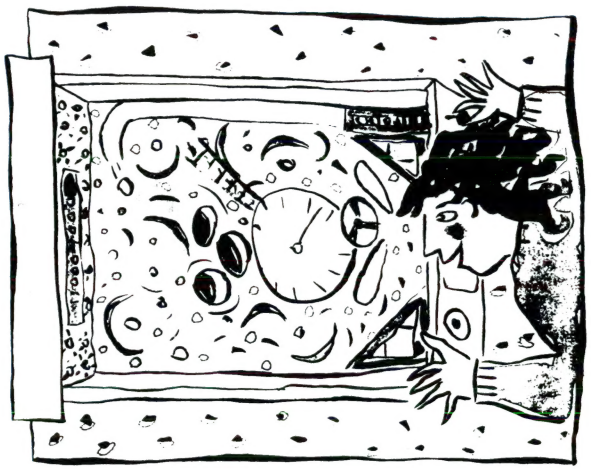
October 17-20
ENADA ,Fiera di Roma, Rome, Italy.
Contact , SAPAR, via di Villa Patrizi, 10-CAP 00161, Italy
Tel: 39-6-440-3686
Fax 39-6-440-2718

October 22-24
LEISURE INDUSTRY WEEK,
NEC, Birmingham, UK.
Contact, Independant Exhibitions Ltd, Weybourne House, 2-4 London Street, Chertsey, Surrey, UK.
Tel: 44-932 564455
Fax: 44-932 560009

November 13-16
IAAPA CONVENTION AND TRADE SHOW,
Orlando, Florida, USA.
Contact, IAAPA 4230 King Street, Alexandria, VA22302, USA.
Tel: 1-703-671-5800
Fax: 1-703-824-8365

CINDERELLA COMES INTO THE WARM

Next to the slot machine, the pinball game is the most used and abused



of all coin-op equipment. Today it is enjoying a revival. DAVID SNOOK assesses its potential

ASK an expert on pinball—manufacturing and marketing—how many there are in the world and he tells you 400,000. Ask another, equally as well qualified and he tells you 2,000,000.

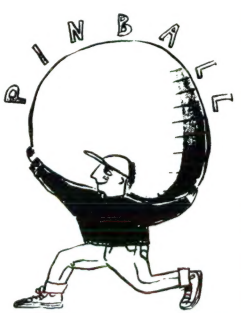
That perhaps sums up the market, or perhaps the product.

To call it the "Cinderella" of the coin machine "family" is not unreasonable, for it has been used and abused, unreasonably legislated against, ignored at the peak of its quality and yet it probably has more purist devotees among players than any other form of coin-operated entertainment.

So how many are there? We calculated 466,000, but would not guarantee the figures within 50,000 either way. The difficulty in obtaining accurate figures is understandable to anyone with experience of the product and of the markets. But the earlier disparate calculations we reproduce are true, we actually had those estimates from experts.

Our figures are based upon a couple of fairly simple criteria. We are taking it that a pinball's average life on site varies between six and eight years. This is dictated by the lifespan of the playfield, because it is generally recognised that this is the first element in the machine to disintegrate; it wears out faster than the other major components. It is also dictated by the replacement practices in different countries.

»



***EURO SLOT* MAGAZINE**

Illustrations by Cathy Dineen

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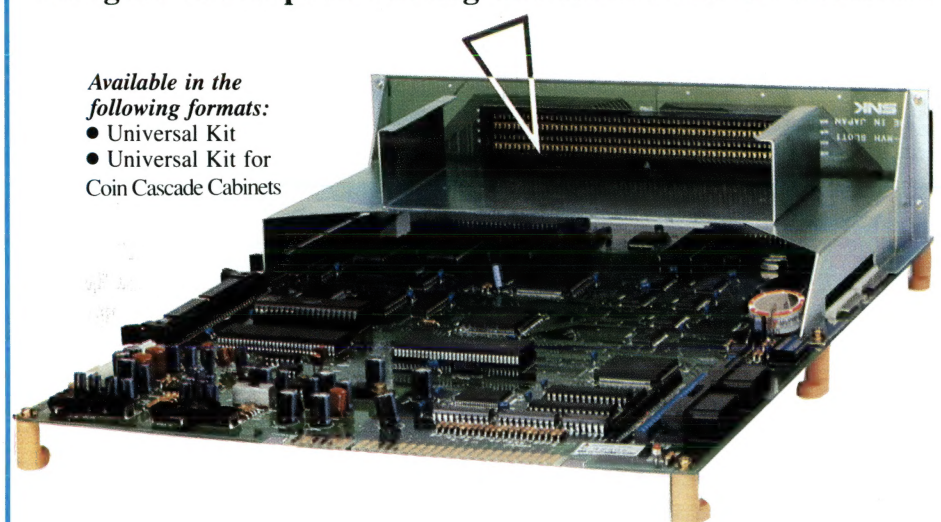

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LINE OF FIRE

BOOM!

Sit-down Type

BREAK THROUGH THE STRONG ENEMY LINE. CAPTURE THE POWERFUL MACHINE GUN UNIT AND RETURN WITH IT!

A pair of commandos found the special weapon in the enemy's base, but were spotted in the act by their soldiers. Encircled by the enemy line, there's no means of escape other than forcing their way through by using the machine gun unit that they have seized. Break out of the entrapment by utilizing, depending on the round, a jeep, high-speed boat, aircraft and jet helicopter.

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But given that average lifespan and balancing it against the approximate number of containers going into each country annually, the figures we come out with are perhaps not unreasonable. It is fairly simple to calculate the number of containers because there are effectively only three major international manufacturers, all based in the US, and three smaller ones based in Europe. Those who import for those companies, therefore, are in an excellent position to judge.

The weaker areas to assess are those less familiar. How many are going into Central and South America must be "guesstimates" and the "rest of the world" collects together all of the anomalies and oddball territories into one vague lump.

But the exercise was interesting if only because no-one had previously attempted it.

Current notable tendencies in the pinball field is an upturn generally, including the USA. The reason for this is probably a wane in the public's love for video games. Too many games the same is taking its toll of video with pinball one of the benefactors of the trend, although it is probably true that all forms of coin machine are benefiting.

One of the most respected exponents of the pinball art—at least in terms of selling them—is Hans Rozensweig of Germany's Nova Apparate who put the pinball revival simply: "Too many countries were playing them too long too cheaply. In Italy, for example, until recently the average price of play in pinball was 100 lire (less than 10c US), but now they're operating on 500 lire and the industry is healthy."

The boom in Italy started with mass buying of second-hand tables from anywhere, just under a year ago and has now transformed itself into a healthy market for new games.

Similarly, Spain is coming back more strongly, again because video appeal is waning, while the great stable markets for pinball, Germany and France remain so.

The industry is being offered perhaps 10 major models of pinball each year, the majority of them coming from the twin stables of Bally and Williams in Chicago. The company runs a huge production line split into two, with Bally models coming off one side and Williams off the other. There apparently is no clash of interests and Williams manages to avoid any suggestion of one marque being used for the best to come out of its research and development department and the other for the "cast offs." Each name to equally utilise the best products to come from the market.

Their main competitors are Premier and Data East. The former—indeed, all three companies—are based in Chicago too, an historical rather than logistical basis. Premier boasts the fine name of Gottlieb on its products, an acquisition which undoubtedly gave it impact from the very first. Data East is the fascinating foray into unknown territory for a Japanese company, although it had the sense to untilise highly experienced pinball names to put the company on the map.

Additionally there are smaller European manufacturers, like the Spanish Sonic and Inder who are challenging for the market, particularly in Europe.

The history of pinball has been spectacularly chequered, dominating the market in the US until the slot machine took over and subsequently almost dying until slots—and the unwanted elements which operated them—were banned. In patches, pinball suffered too as a backlash hit it and anything else that was coin-operated. In other countries it was branded as evil influence, the free ball feature used as a hair-splitting device to call it a gambling machine because it gave a benefit to the player. In the UK, for example, the banning of the bingo table effectively meant that the baby was thrown out of the window with the bath water and the pinball was to be labelled a gambling machine. This has diminished its numbers in that country ever since.

In fact the history of the pinball has always been tarnished by the bad reputation which has accompanied its bigger brother, the bingo table. They look similar but are entirely different in game style, content and operation, even appealing to different people, yet wherever the bingo table was once operated, the pinball has tended to struggle. The UK, Italy and South Africa are prime examples.

In a progressively and traditionally fashion-conscious market-place, the pinball machine has always been the

game which lost most when new "fads" came in. The arrival of the video game all but destroyed the pinball and it was particularly tragic that at the time of the video game's strongest period the pinball manufacturers were at the height of their ingenuity and creativity, which was therefore effectively unappreciated.

Today, however, it flourishes and is at the strongest the game has been for several years, partly because of the diminishing popularity of its "competition" and partly because of the excellent quality of product and invention

of the originators.

There are inherent problems, however. The pinball's progress is limited in different markets by market conditions, such as the lack of appropriate play coins, for example. There is also the inherent longevity of the game. The six to eight years lifespan of the pinball means that the aspect of built-in obsolescence is going to affect the replacement market.

That problem may become still more acute as plastic-coated playfields come into the technological improvements in game construction. In the meantime,

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however, a relatively mature market with a long lifespan product severely limits output.

That accounts for the small number of manufacturers and offers little prospect of their numbers increasing substantially unless whole new markets open up or old markets become considerably rejuvenated. Having said that, it might have been argued a few years ago that there was no room for fresh manufacturers, but Data East found a niche for itself.

The number of games which may be replaced in 1991, therefore, depends partly upon each of these factors. Taking our maximum estimated number of pinball games actually on the market now, and our assessment of an eight-year life-cycle, it implies an annual replacement market of between 50,000 and 60,000 games a year, or an output between all of the manufacturers totalling around 1,000 games each week. Some may rate that figure too high but, on the other hand, with around 10 major new models each year, it only gives them an average sale of 5,000 each. Perhaps not too many.

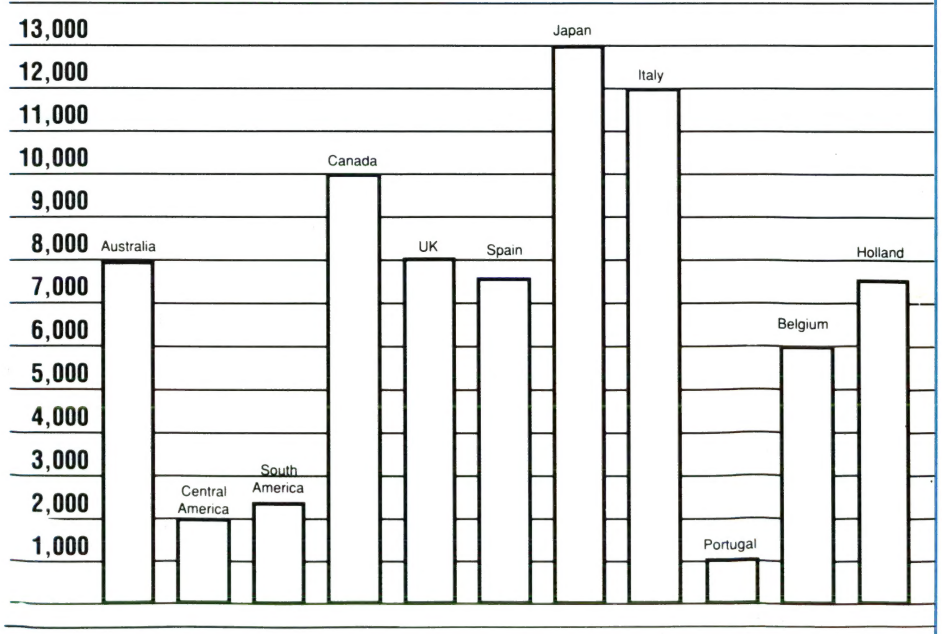
Another factor which may have inhibited the growth in pinball sales is the selling price. This would appear not to have kept up with inflation over the past 10 years. In 1981 the average price of a new pinball (one-off) was US$2200, although there are exceptions to this, like Williams' Black Knight which in 1979 was selling for around $2,500. In 1986 the average price to the operator was $2,500 and today a pinball game will set you back around $3,200. These are all, of course, US prices. In Europe the US products tend to be more expensive because of shipping costs, import duties, etc., except those games which like Bally products may be built in Europe.

Several factors affect the price of a pinball. The labour costs are impressive because pinball is a labour-intensive product and one manufacturer, Joe Dillon of Williams, points out that "the man hours used to build a pinball are equivalent to those used to build a Toyota." Material costs are important too as new features are constantly sought to attract and hold players. New mechanical devices have a relatively short life and tooling costs have to be recovered over a shorter span. As Gil Pollock of Premier put it: "When you utilise the latest technology, you are paying the highest price for it and, by the time the prices have lowered, we have moved on to new technology."

What about the price of play? As we have stated, this is often largely dictated by the availability in different markets of the right kind of coin. In the US the industry has laboured for 20 years with the quarter. No expansion in all of that time has placed immeasurable burdens upon the American operator, who is only now beginning to see the influx of games on 50-cent play while his trade associations are campaigning for the return of the dollar

Pinball: The smaller users

Estimate of market size 1991



coin. Elsewhere the price of play varies between 50 cents and 70 cents for there are few countries where the coin denomination problems are as acute as they have been in the US.

Typical price of play is as follows: USA/Canada, 25c; Austria 10 schillings; Australia 60c; UK 20p; Switzerland 1 fr.; Belgium 20 fr.; Germany 1 DM; Holland 1 guilder; Sweden 5 kr.; France 3 fr.; Italy 400 lira; Spain 100 ptas.; Japan 100 yen; Denmark 2 kr.; Finland 2 mka; New Zealand 60c; Norway 2 kr.; Greece 20 drachma; Hungary 20 forint.

For their money, the players are getting today a product the like of which pinball players have never seen, indeed, many never dreamed of. The game has always depicted current trends and fads; the brochures of the late 1940s and 1950s show a tie-in with the patriotic theme which was prevalent after the war, moving on to other popular trends such as rock and roll and the psychedelic disco themes of the late 1960s and 70s.

Technology has undoubtedly made a difference, advanced electronics with added memory, special lighting effects and diagnostics to help the operator, have all combined to give designers new tools to add features. This has brought in movable ramps, spinning devices, smart programs which can detect malfunctions or poor play and even speech synthesisers which came and went like all fads. But licensing has been the continuing trend throughout all of this time. As Joe Dillon of Williams put it: "A licence can add value to a pinball. The instant recognition draws players for the initial look and coin up, but the basic game behind the licence must be good. It proves a point, because our best games this year, Fun House and Dr. Dude, were not licensed."

Without going into who has the biggest share of which markets, it is fair to say that all of them have strength in different places. Gottlieb, for example, is traditionally strong in France, but Williams and Bally are strong in Germany. If groupings are to be considered, then the Williams "umbrella" houses the world's largest pinball concentration because it has two famous names under one roof, Williams and Bally. On a national scale, the US, with manufacturers Williams, Bally, Premier/Gottlieb and Data East, probably has 95 per cent of the world market, if not more.

So where is it going? Right now the manufacturers must be enthusiastic. The future for pinball in the next five years looks bright. The established market will continue to be a strong replacement market and the globalisation of the world and the emerging eastern bloc countries must add further potential.

Now the makers are turning their attention to new markets, eastern Europe, Turkey, Mexico and Africa and hopefully attaining levels never dreamed of by the great entrepreneurs who established the game, such as Sam Stern, Al Simon, Harry Williams, Bill O'Donnell and Louis Nicastro, but it remains an industry seeking the risk-takers and ideas men, just as it always has.

Pinball: The major users
Estimate of market size 1991